

2026 sponsorship + advertising opportunities

Thank you for your interest in being a sponsor for the **Canopy Realtor® Association**. Together we can decide which sponsorship avenues will be most beneficial. Here is a brief description of the Association to help you decide the appropriate sponsorships for your company.

The Canopy Realtor® Association is a trade Association that provides Realtors® with resources and services to conduct ethical, professional, successful and profitable businesses. Following is an overview and a brief description of the Association and its entities.

- **Canopy MLS** is a wholly-owned subsidiary corporation of the Association. Canopy MLS Subscribers or Member Participants use Canopy MLS to access tens of thousands of residential listings in the Canopy MLS service area.
- **Canopy Real Estate Institute**, formerly known as Mingle School of Real Estate, is one of North Carolina's oldest and most successful real estate schools. Its educational offerings, which include broker prelicensing, postlicensing, continuing education, and professional development courses, are approved by the Real Estate Commissions of both North and South Carolina.
- **Canopy Housing Foundation** is the charitable arm of the Association. The Foundation provides support and funding on a charitable and educational basis for housing opportunities for all. Its focus areas are funding, education, advocacy and leadership.

We are pleased to offer these sponsorship opportunities.

contact

Stacy Baum
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Canopy Housing Foundation

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Thank you for your partnership with the Canopy Housing Foundation. We are dedicated to our vision of a community where all housing needs are met.

Our mission is to empower Realtors® to create housing opportunities through advocacy, education, funding, and leadership. We accomplish this by promoting affordable homeownership, providing financial support to create housing, and educating Realtors® as philanthropic leaders.

The following are our largest initiatives for 2026:

REALTORS® CARE DAY | April 17, 2026 Realtors® Care Day is a

community-wide project that assists homeowners annually with exterior home repairs as well as adaptive and safety modifications for those in need. Since 2009, this program has assisted 347 families and organizations, with a total economic impact exceeding \$1.2 million. **Available sponsorships from \$375 to \$3,500.**

STRIDES FOR SHELTER 5K RUN/WALK | October 2026

Strides for Shelter is one of the only races dedicated to funding needs of the homeless community. In the race's eight-year history, more than \$212,000 has been raised to assist local homeless initiatives. A new beneficiary is selected each year. **Available sponsorships from \$375 to \$6,500. Tentative Date: October 17, 2026**

CANOPY INNOVATION AWARD | NOVEMBER 2026

The Canopy Innovation Award competition returns for its second year and challenges college/university students to present their most creative and innovative thoughts around housing solutions. Funded by members of the Pearl Society, this competition awards \$10,000 in annual scholarships and provides a pathway for future leadership and strategic solutions in real estate.

Available sponsorships from \$750 to \$2,500.

HOLIDAY AUCTION | November 27 - December 11, 2026

This event funds critical housing needs in Mecklenburg, Iredell, and Haywood counties, with a fundraising goal of \$35,000. This on-line event is open to the public, in addition to our 22,000+ Realtor® members and subscribers.

Sponsorships available from \$550 to \$3,000, as well as In-kind donations of auction items.

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foundation sponsors

Association Event Sponsorships

REALTOR® HOT TOPICS/BROKER IN CHARGE BRIEFINGS (VIRTUAL OR IN-PERSON)

Relevant speakers and topics to enhance the knowledge and abilities of our Realtor® members. Attendance ranges from 150 to 250 members. Sponsors can speak live or submit a two-minute video presentation prior to the program.
Virtual sponsorships - \$450 per event.
In-Person sponsorships - \$400 per event

ONLINE NEW MEMBER ORIENTATION

All new Realtors® must complete an on-line orientation class. These classes are required and can be watched at the member's discretion. As a sponsor, you can submit a two-minute video that will be incorporated into the orientation.
\$700 per quarter or \$2500/year with opportunity for two sponsors per quarter.

ASSOCIATION ANNUAL MEETING & AWARDS CELEBRATION (DECEMBER 11, 2026)

Celebrate the holidays at this end-of-year awards luncheon. Participate in the holiday auction by donating an item or placing a bid to support the Canopy Housing Foundation. **Foundation and Association sponsorships and exhibitor tables available from \$750 - \$3,000.**

REALTOR® EXPO (SEPTEMBER 2, 2026)

Features major industry speakers, education sessions, virtual exhibit hall, and swag opportunities available for sponsorship. Expected attendance - 800-1000 REALTOR members. **(With commitment and full payment by March 1, 2026.)**

Booths - \$750

Double Booths - \$1300

After March 1, 2026

Booths - \$800

Limited Double Booths - \$1400

Sponsorships available from \$1,500 - \$7,500.

EXCLUSIVE EXPO PODCAST SPONSOR - \$2000

(Includes Exhibitor Booth and acknowledgment in the 2-3 podcasts recorded at the EXPO.)

CONTINUING EDUCATION (CE) CLASSES - CANOPY REAL ESTATE INSTITUTE

NC real estate brokers must complete eight (8) hours of CE by June 10th of each year to remain on active status. Canopy Realtor® members register for these courses using Canopy's virtual platform, Canopy Campus. This platform host class information, student materials, completion certificates, as well as sponsor contact information. Sponsors not only get to advertise on the Canopy Campus for thirty (30) days, but may also give a two-minute presentation prior to the start of class.

Fees are payable prior to the start of class. (Price may increase during peak CE season: March - June.)

In-Person Sponsorship Fee:

Half Day: \$400 per class or bundle of 3 classes
\$1000

Full day course: \$600

Virtual Sponsorship Fee: \$350 per class

[Please click here to view current listing of Continuing Education opportunities.](#)

WORKFORCE HOUSING C.A.R.E. (Certified in Affordable Resources & Education PROGRAM (WHCP)

This program trains Realtors® to assist first-time buyers and clients purchasing homes within the affordable price range (80% of the area's median income).

In-Person Sponsorship Fee: \$400 per class (half day); \$600 (full day)

Virtual Sponsorship Fee: \$350 per class

[Please click here to view current listing of Workforce Housing C.A.R.E. opportunities](#)

SPECIAL EVENT SPONSORSHIPS

Special Title Sponsorship Opportunities: \$750 for 1 event or \$1400 for 2

In addition to exhibitor table, benefits include:

- Premier promotional logo placement
- Event podcast sponsorship or Sponsored Spotlight Email blast (if no podcast is planned)
- Two-minute speaking opportunity

Global Events

- Quarterly events: February, May, September, and November
- Annual Event: August 13, 2026 (In-person)

Diversity & Inclusion Alliance Events

- April 29, 2026 - Fair Housing Celebration Event
- October 28, 2026 - DIA Summit

DIA Events may be tied to National Recognition months or other educational opportunities.

REALTOR Safety Camp

- September 18, 2026

Individual event sponsorships include exhibit table at designated times - \$450

Global Events will focus on Global Real Estate opportunities and the international real estate marketplace.

digital marketing

The Canopy Realtor® Association presents the following advertising options to REACH Realtors®

CANOPYREALTORS.COM

This website is accessed by over **13,700** members of Canopy Realtor® Association and **23,000** subscribers of Canopy MLS to conduct their real estate business.

- Average monthly users – 22,000
- Average monthly page views – 85,000
- 90% of all sessions begin on the CanopyRealtors.com homepage

Dimensions:

- 250 x 250 px with up to four ads in rotation

Rate:

- Login Page: \$1000/month
- Minimum advertising time: 3 months
- Maximum advertising time: 12 months (with priority option to renew)



SPONSORED SPOTLIGHTS

Connect to our Realtor® members via email to showcase your latest communities, news and offerings.

- eBlast delivered directly to more than 23,000+ members and subscribers
- 50% open rate
- Includes graphic and hyperlinks. **Color graphic must be provided by advertiser.**
- Each Sponsored Spotlight can include one Featured ad and two Standard ads
- Sponsored Spotlights are sent 2x/month on the first and third Thursdays of each month

Featured Ad Space | Price: \$425 per message

- Bolded headline
- 550-character description (includes spaces) of your product or service
- Color graphic (216 px x 216 px; jpeg, png or gif)

Standard Ad Space | Price: \$325 per message

- Bolded headline
- 350-character (includes spaces) of your product or service
- Color graphic (108 px x 144 px; jpeg, png or gif)



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